

## **Amendments to the Claims:**

This listing of claims will replace all prior versions of claims in the application:

## **Listing of Claims:**

1. (currently amended) A method to deliver customized linear video programming to each of a plurality of individual viewers, comprising:

receiving at least two simultaneous streams of video programming, each programming stream including a set of discrete alternative video programming segments, the video programming segments defining a plurality of content elements unrelated to one another;

subdividing the each video programming stream into a its component set of discrete video programming segments, such that sequential display of the video programming segments results in an apparently linear video program;

processing information indicative of preferences of each of the plurality of viewers to develop viewer characteristics target information for each of the viewers; and

choosing particular ones of the discrete alternative video programming segments from each of the video programming streams based upon the viewer characteristics information;

configuring the set of chosen alternative video programming segments for each viewer, such that content elements of one programming stream meet the viewer characteristics target information for each of the viewers and are interspersed with unrelated content elements of the other programming stream which also meet the viewer characteristics target information for each of the viewers; and at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create

assembling the chosen alternative video programming segments from each of the video programming streams into a customized and apparently linear program for linear delivery to each of the plurality of viewers in accordance with the viewer characteristics information, the assembly performed without regard to a characteristic time duration of any one of the chosen alternative video programming segments so long as the apparently linear program runs within a given time period.

2. (previously presented) The method of claim 1, wherein configuring a set of video programming segments further comprises:

selecting at least one broadcast video programming segment for linear delivery to the viewer concurrent with the broadcast of the video segment; and

inserting the selected broadcast video programming segment into the video program sequence to create the apparently linear program.

3. (previously presented) The method of claim 1, wherein configuring a set of video programming segments further comprises:

selecting at least one video programming segment stored on a storage medium for linear delivery to the viewer; and

inserting the selected stored video programming segment into the video program sequence to create the apparently linear program.

4. (original) The method of claim 1, wherein processing information indicative of preferences of each of the plurality of viewers comprises:

processing information indicative of television program viewing preferences of each of the plurality of viewers.

5. (original) The method of claim 4, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of television programs watched by each of the plurality of viewers.

6. (original) The method of claim 4, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of television programs recorded by each of the plurality of viewers.

7. (original) The method of claim 4, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of television programs not watched by each of the plurality of viewers.

8. (original) The method of claim 4, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of television program guide information requested by each of the plurality of viewers.

9. (original) The method of claim 4, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of television program guide information not requested by each of the plurality of viewers.

10. (original) The method of claims 5, 6, 7, 8, or 9, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing electronic program guide information.

11. (original) The method of claim 1, wherein processing information indicative of preferences of each of the plurality of viewers comprises:

processing information indicative of preferences of each of the plurality of viewers provided by each of the viewers in response to queries.

12. (original) The method of claim 1, wherein processing information indicative of television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers.

13. (original) The method of claim 12, wherein processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of musical preferences of each of the plurality of viewers.

14. (original) The method of claim 12, wherein processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of reading preferences of each of the plurality of viewers.

15. (original) The method of claim 12, wherein processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of shopping preferences of each of the plurality of viewers.

16. (original) The method of claim 12, wherein processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers comprises:

processing information indicative of preferences other than television program viewing preferences of each of the plurality of viewers acquired from the group of sources comprising on-line music clubs, on-line book clubs, on-line special interest clubs and organizations, and on-line retailers and merchants.

17. (original) The method of claim 1, wherein processing information indicative of preferences of each of the plurality of viewers to develop viewer characteristics information for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers.

18. (original) The method of claim 17, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop a television program viewing preference profile for each of the viewers.

19. (original) The method of claim 18, wherein processing the television program viewing preference profile developed for each of the viewers in accordance with a probabilistic model based on the viewing habits of a sample of the general population comprises:

constructing a Bayesian network to calculate maximum a posteriori values for the parameters of the predictive model to predict television program viewing preferences for each viewer.

20. (original) The method of claim 17, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing

preference profile for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers to deduce hidden traits of each viewer.

21. (original) The method of claim 17, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers to deduce associated traits of each viewer.

22. (original) The method of claim 17, further comprising:

processing the television program viewing preference profile developed for each of the viewers to develop demographic information for each of the viewers.

23. (original) The method of claim 22, wherein processing the television program viewing preference profile developed for each of the viewers to develop demographic information for each of the viewers comprises:

processing the television program viewing preference profile developed for each of the viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop demographic information for each of the viewers.

24. (original) The method of claim 23, wherein processing the television program viewing preference profile developed for each of the viewers in accordance with a predictive model based

on the viewing habits of a representative sample of the general population comprises:

processing the television program viewing preference profile developed for each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population.

25. (original) The method of claim 24, wherein processing the television program viewing preference profile developed for each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population further comprises:

processing the television program viewing preference profile developed for each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population and that exhibit minimal demographic trait correlation with other television programs that attract a higher proportion of viewers exhibiting other demographic traits than is exhibited by the representative sample of the general population.

26. (original) The method of claim 1, 4, 11, or 12, wherein processing information indicative of preferences of each of the plurality of viewers to develop viewer characteristics information for each of the viewers comprises:



processing information indicative of preferences of each of the plurality of viewers to develop demographic information for each of the viewers.

27. (original) The method of claim 26, wherein processing information indicative of preferences of each of the plurality of viewers to develop demographic information for each of the viewers comprises:

processing information indicative of preferences of each of the viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop demographic information for each of the viewers.

28. (original) The method of claim 27, wherein processing information indicative of preferences of each of the viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population comprises:

processing information indicative of preferences of each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population.

29. (original) The method of claim 28, wherein processing information indicative of preferences of each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population further comprises:

processing information indicative of preferences of each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population and that exhibit minimal demographic trait correlation with other television programs that attract a higher proportion of viewers exhibiting other demographic traits than is exhibited by the representative sample of the general population.

30. (original) The method of claim 26, wherein processing information indicative of preferences of each of the plurality of viewers to develop demographic information for each of the viewers further comprises:

developing a television program viewing preference profile for each of the viewers in accordance with the viewer demographic information.

31. (original) The method of claim 17, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers further comprises:

processing information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers.

32. (original) The method of claim 31, wherein processing information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers, each profile describing the television program viewing preferences of the viewer at a different time of day, time of week, or season.

33. (original) The method of claim 17, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers further comprises:

processing information indicative of preferences of each of a plurality of viewers accessing the same television equipment to develop a plurality of television program viewing preference profiles for each of the viewers.

34. (original) The method of claim 33, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments for the viewers accessing the same television equipment, at least one of the video programming segments selected from a plurality of available video programming segments, to create an apparently linear program for linear delivery to the viewers in accordance with characteristics information of the viewers.

35. (original) The method of claim 17, wherein configuring a set of video programming segments for each viewer comprises:

configuring a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available video programming

segments, for recording in accordance with the television program viewing preference profile of the viewer.

36. (original) The method of claim 1, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

37. (original) The method of claim 36, wherein configuring a set of video programming segments further comprises:

configuring a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available video programming segments, for recording in accordance with the viewer characteristics information.

38. (original) The method of claim 36, wherein configuring a set of video programming segments further comprises:

configuring a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available video programming segments, to create an apparently linear program for linear delivery to the viewer on at least one dedicated channel in accordance with the viewer characteristics information.

39. (previously presented) The method of claim 36, wherein configuring a set of video programming segments further comprises:

presenting a listing of the set of alternative video programming segments to the user for the user to select therebetween.

40. (previously presented) The method of claim 1, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer characteristics information.

41. (previously presented) The method of claim 1, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer characteristics information.

42. (previously presented) The method of claim 41, wherein selecting one or more of the video programming segments comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear

delivery to the viewer, the program exhibiting content targeted to the viewer characteristics information by the providers of the video programming segments.

43. (previously presented) The method of claim 17, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer television program viewing preference profile.

44. (previously presented) The method of claim 17, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer television program viewing preference profile.

45. (previously presented) The method of claim 44, wherein selecting one or more of the video programming segments comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer television program viewing preference profile by the providers of the video programming segments.

46. (previously presented) The method of claim 45, wherein selecting one or more of the video programming segments comprises:

selecting one or more of the video programming segments from a plurality of available alternative advertising video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting advertising content targeted to the viewer television program viewing preference profile by the providers of the advertising video programming segments.

47. (previously presented) The method of claim 26, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer demographic information.

48. (previously presented) The method of claim 26, wherein configuring a set of video programming segments further comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer demographic information.

49. (previously presented) The method of claim 48, wherein selecting one or more of the video programming segments comprises:

selecting one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer demographic information by the providers of the video programming segments.

50. (previously presented) The method of claim 49, wherein selecting one or more of the video programming segments comprises:

selecting one or more of the video programming segments from a plurality of available alternative advertising video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting advertising content targeted to the viewer demographic information by the providers of the advertising video programming segments.

51. (original) The method of claims 40 or 41, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

52. (previously presented) A system to deliver customized linear video programming content to each of a plurality of individual viewers, comprising:

a processor to process information indicative of preferences of each of the plurality



of viewers to develop viewer characteristics information for each of the viewers; and

a programmer operative to subdivide a linear video program sequence into a set of discrete video programming segments and to configure the set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create a customized and apparently linear program for linear delivery to each of the plurality of viewers in accordance with the viewer characteristics information.

53. (previously presented) The system of claim 52, wherein the programmer further comprises:

a programmer to select at least one broadcast video programming segment for linear delivery to the viewer concurrent with the broadcast of the video segment, and to insert the selected broadcast video programming segment into the video program sequence to create the apparently linear program.

54. (previously presented) The system of claim 52, wherein the programmer further comprises:

a programmer to select at least one video programming segment stored on a storage medium for linear delivery to the viewer, and to insert the selected stored video programming segment into the video program sequence to create the apparently linear program.

55. (original) The system of claim 52, wherein the processor comprises:

a processor to process information indicative of television program viewing preferences

of each of the plurality of viewers.

56. (original) The system of claim 55, wherein the processor comprises:

a processor to process information indicative of television programs watched by each of the plurality of viewers.

57. (original) The system of claim 55, wherein the processor comprises:

a processor to process information indicative of television programs recorded by each of the plurality of viewers.

58. (original) The system of claim 55, wherein the processor comprises:

a processor to process information indicative of television programs not watched by each of the plurality of viewers.

59. (original) The system of claim 55, wherein the processor comprises:

a processor to process information indicative of television program guide information requested by each of the plurality of viewers.

60. (original) The system of claim 55, wherein the processor comprises:

a processor to process information indicative of television program guide information not requested by each of the plurality of viewers.

61. (original) The system of claims 56, 57, 58, 59, or 60, wherein the processor comprises:  
a processor to process electronic program guide information.
62. (original) The system of claim 52, wherein the processor comprises:  
a processor to process information indicative of preferences of each of the plurality of viewers provided by each of the viewers in response to queries.
63. (original) The system of claim 52, wherein the processor comprises:  
a processor to process information indicative of preferences other than television program viewing preferences of each of the plurality of viewers.
64. (original) The system of claim 63, wherein the processor comprises:  
a processor to process information indicative of musical preferences of each of the plurality of viewers.
65. (original) The system of claim 63, wherein the processor comprises:  
a processor to process information indicative of reading preferences of each of the plurality of viewers.
66. (original) The system of claim 63, wherein the processor comprises:  
a processor to process information indicative of shopping preferences of each of the plurality of viewers.

67. (original) The system of claim 63, wherein the processor comprises:

a processor to process information indicative of preferences other than television program viewing preferences of each of the plurality of viewers acquired from the group of sources comprising on-line music clubs, on-line book clubs, on-line special interest clubs and organizations, and on-line retailers and merchants.

68. (original) The system of claims 52, 55, 62, or 63, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers.

69. (original) The system of claim 68, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop a television program viewing preference profile for each of the viewers.

70. (original) The system of claim 69, wherein the processor further comprises:

a Bayesian network to calculate maximum a posteriori values for the parameters of the predictive model to predict television program viewing preferences for each viewer.

71. (original) The system of claim 68, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to deduce hidden traits of each viewer.

72. (original) The system of claim 68, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to deduce associated traits of each viewer.

73. (original) The system of claim 68, further comprising:

a processor to process the television program viewing preference profile developed for each of the viewers to develop demographic information for each of the viewers.

74. (original) The system of claim 73, wherein the processor comprises:

a processor to process the television program viewing preference profile developed for each of the viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop demographic information for each of the viewers.

75. (original) The system of claim 74, wherein the processor comprises:

a processor to process the television program viewing preference profile developed for each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population.

76. (original) The system of claim 75, wherein the processor comprises:

a processor to process the television program viewing preference profile developed for each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population and that exhibit minimal demographic trait correlation with other television programs that attract a higher proportion of viewers exhibiting other demographic traits than is exhibited by the representative sample of the general population.

77. (original) The system of claims 52, 55, 62, or 63, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop demographic information for each of the viewers.

78. (original) The system of claim 77, wherein the processor comprises:

a processor to process information indicative of preferences of each of the viewers in accordance with a predictive model based on the viewing habits of a representative sample of the general population to develop demographic information for each of the viewers.

79. (original) The system of claim 78, wherein the processor comprises:

a processor to process information indicative of preferences of each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population.

80. (original) The system of claim 79, wherein the processor comprises:

a processor to process information indicative of preferences of each of the viewers in accordance with a predictive model that predicts each demographic trait of the viewer based on viewer preferences for television programs that attract a higher proportion of viewers exhibiting the demographic trait than is exhibited by the representative sample of the general population and that exhibit minimal demographic trait correlation with other television programs that attract a higher proportion of viewers exhibiting other demographic traits than is exhibited by the representative sample of the general population.

81. (original) The system of claim 77, wherein the processor comprises:

a processor to develop a television program viewing preference profile for each of the viewers in accordance with the viewer demographic information.

82. (original) The system of claim 68, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers.

83. (original) The system of claim 82, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers, each profile describing the television program viewing preferences of the viewer at a

different time of day, time of week, or season.

84. (original) The system of claim 68, wherein the processor comprises:

a processor to process information indicative of preferences of each of a plurality of viewers accessing the same television equipment to develop a plurality of television program viewing preference profiles for each of the viewers.

85. (previously presented) The system of claim 84, wherein the programmer comprises:

a programmer to configure a set of video programming segments for the viewers accessing the same television equipment, at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create an apparently linear program for linear delivery to the viewers in accordance with characteristics information of the viewers.

86. (previously presented) The system of claim 68, wherein the programmer comprises:

a programmer to configure a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video programming segments, for recording in accordance with the television program viewing preference profile of the viewer.

87. (original) The system of claim 52, wherein the programmer comprises:

a programmer to configure a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial,



sports, educational, and shopping programming.

88. (previously presented) The system of claim 87, wherein the programmer comprises:

a programmer to configure a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video programming segments, for recording in accordance with the viewer characteristics information.

89. (previously presented) The system of claim 87, wherein the programmer comprises:

a programmer to configure a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create an apparently linear program for linear delivery to the viewer on at least one dedicated channel in accordance with the viewer characteristics information.

90. (previously presented) The system of claim 87, wherein the programmer comprises:

a programmer to present a listing of the set of alternative video programming segments to the user for the user to select therebetween.

91. (previously presented) The system of claim 52, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer characteristics information.

92. (previously presented) The system of claim 52, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer characteristics information.

93. (previously presented) The system of claim 92, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer characteristics information by the providers of the video programming segments.

94. (previously presented) The system of claim 68, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer television program viewing preference profile.

95. (previously presented) The system of claim 68, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer television program viewing preference profile.

96. (previously presented) The system of claim 95, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer television program viewing preference profile by the providers of the video programming segments.

97. (original) The system of claim 96, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available advertising video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting advertising content targeted to the viewer television program viewing preference profile by the providers of the advertising video programming segments.

98. (previously presented) The system of claim 77, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content customized in accordance with the viewer demographic information.

99. (previously presented) The system of claim 77, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer demographic

information.

100. (previously presented) The system of claim 99, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available alternative video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting content targeted to the viewer demographic information by the providers of the video programming segments.

101. (original) The system of claim 100, wherein the programmer comprises:

a programmer to select one or more of the video programming segments from a plurality of available advertising video programming segments to create an apparently linear program for linear delivery to the viewer, the program exhibiting advertising content targeted to the viewer demographic information by the providers of the advertising video programming segments.

102. (original) The system of claims 91 or 92, wherein the programmer comprises:

a programmer to configure a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

103. (original) The method of claim 30, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers further comprises:

processing information indicative of preferences of each of the plurality of viewers to

develop a plurality of television program viewing preference profiles for each of the viewers.

104. (original) The method of claim 103, wherein processing information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers comprises:

processing information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers, each profile describing the television program viewing preferences of the viewer at a different time of day, time of week, or season.

105. (original) The method of claim 30, wherein processing information indicative of preferences of each of the plurality of viewers to develop a television program viewing preference profile for each of the viewers further comprises:

processing information indicative of preferences of each of a plurality of viewers accessing the same television equipment to develop a plurality of television program viewing preference profiles for each of the viewers.

106. (previously presented) The method of claim 105, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments for the viewers accessing the same television equipment, at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create an apparently linear program for linear delivery to the viewers in accordance with characteristics information of the viewers.

107. (previously presented) The method of claim 30, wherein configuring a set of video programming segments for each viewer comprises:

configuring a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video programming segments, for recording in accordance with the television program viewing preference profile of the viewer.

108. (original) The method of claim 43, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

109. (original) The method of claim 47, wherein configuring a set of video programming segments comprises:

configuring a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

110. (original) The system of claim 81, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the

viewers.

111. (original) The system of claim 110, wherein the processor comprises:

a processor to process information indicative of preferences of each of the plurality of viewers to develop a plurality of television program viewing preference profiles for each of the viewers, each profile describing the television program viewing preferences of the viewer at a different time of day, time of week, or season.

112. (original) The system of claim 81, wherein the processor comprises:

a processor to process information indicative of preferences of each of a plurality of viewers accessing the same television equipment to develop a plurality of television program viewing preference profiles for each of the viewers.

113. (previously presented) The system of claim 112, wherein the programmer comprises:

a programmer to configure a set of video programming segments for the viewers accessing the same television equipment, at least one of the video programming segments selected from a plurality of available alternative video programming segments, to create an apparently linear program for linear delivery to the viewers in accordance with characteristics information of the viewers.

114. (previously presented) The system of claim 81, wherein the programmer comprises:

a programmer to configure a set of video programming segments for each viewer, at least one of the video programming segments selected from a plurality of available alternative video

programming segments, for recording in accordance with the television program viewing preference profile of the viewer.

115. (original) The system of claim 94, wherein the programmer comprises:

a programmer to configure a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.

116. (original) The system of claim 98, wherein the programmer comprises:

a programmer to configure a set of video programming segments selected from the group of video programming segments comprising advertising, entertainment, news, weather, financial, sports, educational, and shopping programming.